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**CERTIFICATE OF FACSIMILE TRANSMISSION  
UNDER 37 CFR §1.8**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted on the date indicated below via facsimile to the United States Patent and Trademark Office, facsimile number (571)-273-8300.

Date: June 2, 2006

Mary N. Kilgore  
Mary N. Kilgore

App. No.: 09/847,016

Art Unit: 2195

Applicant: Diego Gastaldi

Examiner: Bullock Jr., Lewis A.

Filed: 05/01/2001

Confirmation No.: 5647

Title: METHOD AND APPARATUS  
FOR TAGGING MEDIA  
PRESENTATIONS WITH SUBSCRIBER  
IDENTIFICATION INFORMATION

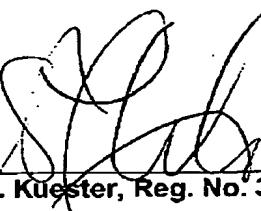
Docket No.: A-6396 (191910-1770)

Documents attached:

**Amendment Transmittal  
Response to Non-Final Office Action**

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AMENDMENT TRANSMITTAL LETTER (LARGE)			Docket No. <b>A-6396 (191910-1770)</b>	
Applicant(s): <b>Gastaldi</b>				
Serial No. <b>09/847,016</b>	Filing Date <b>May 1, 2001</b>	Examiner <b>Bullock Jr., Lewis</b>	Confirmation No. <b>5647</b>	Group Art Unit <b>2126</b>
Invention: <b>METHOD AND APPARATUS FOR TAGGING MEDIA PRESENTATIONS WITH SUBSCRIBER IDENTIFICATION INFORMATION</b>				
<b>Commissioner for Patents</b> <b>Mail Stop Amendment</b> <b>P.O. Box 1450</b> <b>Alexandria VA 22313-1450</b>				
Transmitted herewith is Response to Non-Final Office Action in the above-identified application.				
The fee has been calculated and is transmitted as shown below				
<b>CLAIMS AS AMENDED</b>				
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE
<b>TOTAL CLAIMS</b>	<b>16 -</b>	<b>37 =</b>	<b>0</b>	<b>X \$50.00</b>
<b>INDEP. CLAIMS</b>	<b>2 -</b>	<b>4 =</b>	<b>0</b>	<b>X \$200.00</b>
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>				<b>\$360.00</b>
<b>EXTENSION FEE</b>	<b>1<sup>ST</sup> MONTH <input type="checkbox"/></b> <b>\$120.00</b>	<b>2<sup>ND</sup> MONTH <input type="checkbox"/></b> <b>\$450.00</b>	<b>3<sup>RD</sup> MONTH <input type="checkbox"/></b> <b>\$1,020.00</b>	<b>4<sup>TH</sup> MONTH <input type="checkbox"/></b> <b>\$1,590.00</b>
Other Fees:				<b>\$0.00</b>
				<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>
<input checked="" type="checkbox"/> No additional fee is required. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____. A duplicate copy of this page is enclosed. <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input type="checkbox"/> A Credit Card Payment Form PTO-2038 is attached in the amount of \$ _____. <input checked="" type="checkbox"/> The Director is hereby authorized to charge any deficiencies of the above fees or credit any overpayment to Deposit Account No. 20-0778.				
 <b>Jeffrey R. Kuester, Reg. No. 34,367</b>			<b>6-2-06</b> <span style="border-bottom: 1px solid black; display: inline-block; width: 150px; height: 10px; vertical-align: middle;"></span> Date	

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

App. No.:	09/847,016	Art Unit:	2195
Applicant:	Diego Gastaldi	Examiner:	Bullock Jr., Lewis A.
Filed:	05/01/2001	Confirmation No.:	5647
Title: METHOD AND APPARATUS FOR TAGGING MEDIA PRESENTATIONS WITH SUBSCRIBER IDENTIFICATION INFORMATION		Docket No.: A-6396 (191910-1770)	

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NON-FINAL OFFICE ACTION**

Sir:

The outstanding non-final Office Action mailed *March 9, 2006* has been carefully considered. In response thereto, please enter and consider the following:

- 1) *Amendments to the Specification* (starting on p. 2 of this document);
- 2) *Amendments to the Claims* (starting on p. 4 of this document); and
- 3) *Remarks* (starting on p. 8 of this document).

Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

**AUTHORIZATION TO DEBIT ACCOUNT**

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.